

**UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Charles L. Jones  
Invention: BRAND EQUITY SYSTEM AND METHOD OF  
INCREASING THE SAME  
Serial No. 09/767,431  
Date Filed: January 22, 2001  
Group Art Unit: 3629  
Examiner: Vig, Naresh

**PRELIMINARY AMENDMENT ACCOMPANYING A**  
**REQUEST FOR CONTINUED EXAMINATION**

Mail Stop AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Final Office Action dated November 17, 2006, please do not enter the previously filed after-final amendment of January 17, 2007. Please enter this preliminary amendment to the above-identified application as shown in the attached papers as follows:

**Amendments to the Claims** reflected in the complete listing of claims which begins on page 2 of this paper.

**Remarks** begin on page 6 of this paper.